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Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 02017 020654Z

21
ACTION COME-00

INFO OCT-01 EA-11 EB-11 ISO-00 DRC-01 RSC-01 /025 W
---------- 046929
R 020455Z APR 74
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC 1393
INFO AMCONSUL HONG KONG

UNCLAS TAIPEI 2017

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: MARKET RESEARCH FOR PRINTING AND GRAPHIC
ARTS EQUIP. IN TAIWAN

REF : STATE 048236

1. RESEARCH CONDUCTED BY MOBIUS APPEARS TO BE ADEQUATE AND THOROUGH INSOFAR AS THE STUDY PERTAINS TO TAIWAN.

2. EMBASSY DOES NOT FULLY AGREE WITH MOBIUS CONCLUSIONS THAT MARKET FOR PRINTING AND GRAPHICS ARTS EQUIPMENT IS SUFFICIENTLY LARGE AND ATTRACTIVE TO WARRANT EXHIBITIONS AND TRADE MISSIONS. THE ESTIMATED TOTAL MARKET, FOR THE 3 COUNTRIES COVERED IN THE STUDY, OF JUST OVER $18 MILLION FOR 1974 AND ESTIMATED TO REACH AROUND $21 MILLION BY 1977 OF WHICH TAIWAN MIGHT ACCOUNT FOR $5.3 MILLION AND $7.4 MILLION IN 1977 RESPECTIVELY DOES NOT SUGGEST SALES PROSPECTS WARRANT AN EXHIBITION OR TRADE MISSION.

3. BELIEVE MARKET PROSPECTS CAN BE MORE FULLY DETERMINED SUBSEQUENT TO THE CATALOG SHOW ON PRINTING AND GRAPHIC ARTS EQUIPMENT NOW SCHEDULED FOR JULY.
MCCONAUGHY

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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